

FOR THE EXCLUSIVE USE OF

From the Phoenix Business Journal:

<https://www.bizjournals.com/phoenix/news/2023/10/16/nicole-royse-artist-contemporary-gallery-owner.html?>

[csrc=6398&utm_campaign=trueAnthemTrendingContent&utm_medium=trueAnthem&utm_source=facebook&fbclid=IwAR0R85InJpKtY3YKOLxCR7FQqkD3q3101hRirDouBxsHCypDw2sw0OV2l6Y_aem_AQCc2V-qEZ1gPiqpA_F08DKJQtqk1aP9AX1HFT-JiNgRycXAModRvfimQCihkLMpLs](https://www.bizjournals.com/phoenix/news/2023/10/16/nicole-royse-artist-contemporary-gallery-owner.html?csrc=6398&utm_campaign=trueAnthemTrendingContent&utm_medium=trueAnthem&utm_source=facebook&fbclid=IwAR0R85InJpKtY3YKOLxCR7FQqkD3q3101hRirDouBxsHCypDw2sw0OV2l6Y_aem_AQCc2V-qEZ1gPiqpA_F08DKJQtqk1aP9AX1HFT-JiNgRycXAModRvfimQCihkLMpLs)

SUBSCRIBER CONTENT:

Career & Workplace

Nicole Royse has curated a career in the Valley art scene as an artist and gallery owner



Nicole Royse, artist, curator and gallery owner of Royle Contemporary in Old Town Scottsdale.

JIM POULIN | PHOENIX BUSINESS JOURNAL



By Mignon A. Gould – Associate Editor, Phoenix Business Journal
Oct 16, 2023

Listen to this article 6 min

Nicole Royse, an artist turned entrepreneur, leveraged more than a decade's worth of experience to open her own art gallery and champion the work of local emerging and established artists.

With an extensive background in business, marketing, public relations and social media – having curated exhibitions for galleries such as monOrchid and Willo North in downtown Phoenix – Royse has been a pivotal figure in the Valley art scene.

“I began my career as an artist and transitioned into curating, where my passion is curating exhibitions of all mediums and assisting artists in their careers,” said Royse, who opened her gallery Royle Contemporary in 2017. “I also freelanced as a writer, covering the arts around the valley for many lifestyle publications, helping to get the word out about our vibrant art scene.”

As the owner, curator and consultant for her fine art gallery in Old Town Scottsdale, Royse curates artwork in myriad mediums from painting and sculpture to photography and installation. Royle Contemporary also offers an array of consulting and PR services.

The California native, who moved here in 1998 while in high school, just celebrated her gallery's sixth anniversary with “Summer Spectacular,” a group exhibition highlighting 60 works of art and 14 artists.

“I held a fabulous “Art Party” for my amazing artists and clients. It is always wonderful to be able to share art and conversation in the beautiful gallery environment; it provides a great setting for collectors to speak on a one-on-one level with artists becoming more intimate with their work and process,” Royse said.

What have you had to overcome to get where you are today? I did not have an easy childhood; it was plagued by abusive drug and alcohol addicted parents, instability and chaos. Thankfully, I was able to move in with my incredible grandparents, who provided the love and support and stable home for me. I was able to thrive, go on to be the first person in my family to attend and graduate college, working three jobs to make my dreams come true. I am the strong woman I am today because of their love and support.

What is your gallery's mission and how do you find artists to showcase? I am committed to discovering, exhibiting and promoting artists and original contemporary artwork of all mediums. I aim to educate and engage patrons and artists while exposing them to the eclectic talent we have here in the Valley and beyond. The gallery presents rotating monthly exhibitions in addition to representing a small roster of Arizona-based artists, while also participating in the weekly Thursday Scottsdale Art Walk. I have had the wonderful opportunity to work with hundreds of Valley artists and I have the pleasure of bringing them to showcase their work in the gallery. I am always looking at new work, but only represent a small stable of artists due to the size restrictions of my current space.

What are some of the challenges you have faced and how have you handled them? The art market is challenging in general and it was made so more with Covid-19 lockdown and its aftermath has been a barrier to having recurring patrons visit the gallery. During that time, I quickly solved that issue by bringing artwork to my clients' homes. Being a caregiver and a mother I was extra precautious and safe allowing my clients to have new artwork in their homes without the risks of leaving their home. We are still dealing with much less foot traffic than prior to Covid-19, which I continually work at engaging new audiences through various media and exciting exhibitions throughout the year. In addition to patrons adding to their personal collections, I have worked with restaurants and business owners to help curate art to add color to their establishments and offices at reasonable price points. I have been able to continually be flexible and creative with my gallery model, allowing me to always adapt to the market and the ever-changing economy.

How would you assess the local arts scene? The Arizona art scene has gone through a lot of changes over the last decade including the dwindling number of galleries and arts spaces in downtown, especially with the redevelopment that occurred in Roosevelt Row. This prompted me to make the move to Scottsdale, after many years of working in the arts in Phoenix. I had been curating multiple galleries and made the decision to create and focus on my own selection of artists based in Arizona in my own space in Old Town Scottsdale. I wanted to be able to bring Arizona artists to collectors here in Scottsdale and beyond, as it has a very reputable and long-running weekly ArtWalk, as well as a stellar public arts projects and variety of museums, which drives art lovers of [all kinds]. I am proud that I am able to bring contemporary art to the valley in a unique and original way.

Who is your favorite artist and why? I love all types of art, but as a young child, I was drawn to artists such as Georgia O'Keeffe, Lee Krasner and Mark Rothko. I am drawn to color, organic forms, and nature. Obviously, I am a huge fan and advocate for the amazing artists represented here at Royse Contemporary. I am very open and love always exploring and learning about the ever-evolving artworld and artists around the country and world.



Nicole Royse

Education: Bachelor's degree in art history, Arizona State University

Company: Royse Contemporary

Favorite Valley hotspot? When I am not working at my gallery or attending numerous school or sports functions I love venturing all around our Valley with my three children and husband to local restaurants, museums, galleries and the theater. We truly love exploring art of all varieties, history, science and music. Some of my favorite venues include Tempe Center for the Arts, Scottsdale Museum of Contemporary Art, Mesa Natural History Museum, and many more throughout our great state. Our favorite local restaurants include Federal Pizza, Freely Taphouse & Kitchen, and RockLobster just to name a few.